

EAST Search History

EAST Search History (Prior Art)

| Ref # | Hits | Search Query | DBs | Default Operator | Plurals | Time Stamp |
|-------|------|---|---|------------------|---------|---------------------|
| S1 | 2 | "5173085".pn. | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/19 16:15 |
| S2 | 2 | "6106579".pn. | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/19 16:16 |
| S3 | 2 | "6274126".pn. | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/19 16:18 |
| S4 | 6 | (JP-00504348-\$ JP-11310521-\$ JP-02237505-\$ JP-06135824-\$ JP-02523343-\$ WO-0010515-\$ WO-02078662-\$ JP-02253332-\$).DID. | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/19 17:04 |
| S5 | 891 | (store or retail or merchant) same (product) same broadcast | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/19 17:33 |
| S6 | 230 | (store or retail or merchant) same (product) same broadcast same (incentive or coupon or points or reward) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/19 17:34 |
| S7 | 5 | (store or retail or merchant) same (product) same broadcast same (incentive or coupon or points or reward) same (reduced or discounted) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/19 18:04 |

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|-----|-----|--|---|----|----|---------------------|
| S8 | 375 | (store or retail or merchant) same (product) same broadcast and (incentive or coupon or points or reward) and (reduced or discounted) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/19 18:06 |
| S9 | 954 | (store or retail or merchant) same (product) same (broadcast or TV or television) and (incentive or coupon or points or reward) and (reduced or discounted) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/19 18:20 |
| S10 | 299 | S9 and ("705".clas.) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/19 18:20 |
| S11 | 19 | (US-20030236711-\$ or US-20010018668-\$ or US-20040243478-\$).did. or (US-5173085-\$ or US-6106579-\$ or US-6274126-\$ or US-5488423-\$ or US-5857175-\$ or US-6014634-\$ or US-6477508-\$ or US-6850901-\$ or US-7020623-\$ or US-7158943-\$).did. or (JP-11310521-\$ or JP-06135824-\$ or JP-02253332-\$ or JP-02237505-\$).did. or (DE-19810688-\$ or DE-3341053-\$).did. | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2007/11/19 18:52 |
| S15 | 342 | (store or retail or merchant) same (product) same (broadcast or TV or television) and (incentive or coupon or points or reward) and (reduced or discounted) and (encourag \$5 or advis\$4) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/19 19:16 |
| S16 | 127 | S15 and ("705".clas.) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/19 19:17 |

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|-----|-------|--|---|----|----|---------------------|
| S17 | 8925 | (offer) and incentive and (program or television) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/19 19:26 |
| S18 | 7691 | (offer) and incentive and (program or television) and during | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/19 19:26 |
| S19 | 1105 | (offer) same incentive and during same (program or television) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/19 19:27 |
| S20 | 657 | S19 and ("705".clas.) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/19 19:27 |
| S21 | 305 | S19 and (705/14.cds.) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/19 19:28 |
| S22 | 48901 | broadcast same program | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/20 07:30 |
| S23 | 27485 | broadcast adj7 program | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/20 07:30 |
| S24 | 21674 | broadcast adj3 program | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/20 07:30 |
| S25 | 15298 | broadcast adj program | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/20 07:30 |

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|-----|-------|---|---|----|----|---------------------|
| S26 | 22260 | broadcast adj3 (show or program) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/20 07:31 |
| S27 | 1104 | broadcast adj3 (show) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/20 07:31 |
| S28 | 1 | broadcast adj3 (show) adj7 (encourage or advice) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/20 07:33 |
| S29 | 8 | broadcast adj3 (show) same (encourag\$3 or advis \$4) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/20 07:34 |
| S30 | 83 | broadcast adj3 (show or program) same (encourag \$3 or advis\$4) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/20 07:35 |
| S31 | 262 | (television or broadcast) adj3 (show or program) same (encourag\$3 or advis \$4) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/20 07:38 |
| S32 | 34 | S31 and ("705".clas.) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/20 07:41 |
| S33 | 797 | (television or broadcast) adj3 (show or program) and (encourag\$3 or advis \$4) and (incentive or coupon or discount) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/20 07:42 |
| S34 | 249 | S33 and ("705".clas.) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/20 07:42 |

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|-----|----|---|---|----|----|---------------------|
| S35 | 29 | (US-20030236711-\$ or US-20010018668-\$ or US-20040243478-\$ or US-20020133393-\$ or US-20010037232-\$ or US-20030018969-\$).did. or (US-5173085-\$ or US-6106579-\$ or US-6274126-\$ or US-5488423-\$ or US-5857175-\$ or US-6014634-\$ or US-6477508-\$ or US-6850901-\$ or US-7020623-\$ or US-7158943-\$ or US-6754636-\$ or US-6928413-\$ or US-6009410-\$ or US-6216111-\$ or US-6216112-\$ or US-5227874-\$).did. or (JP-11310521-\$ or JP-06135824-\$ or JP-02253332-\$ or JP-02237505-\$).did. or (DE-19810688-\$ or DE-3341053-\$ or US-20050059341-\$). did. | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2007/11/20 08:19 |
| S37 | 0 | S35 and encourag | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2007/11/20 08:20 |
| S38 | 12 | S35 and encourag\$4 | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2007/11/20 08:20 |
| S39 | 6 | during same (television or broadcast) adj3 (show or program) same (encourag \$3 or advis\$4) and incentive | US-PGPUB; USPAT; USOCR; FFRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/20 08:23 |
| S40 | 3 | during same (television or broadcast) adj3 (show or program) same (encourag \$3 or advis\$4) and request and incentive | US-PGPUB; USPAT; USOCR; FFRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/20 08:28 |
| S41 | 3 | during same (television or broadcast) adj3 (broadcast or show or program) same (encourag\$3 or advis\$4) and request and incentive | US-PGPUB; USPAT; USOCR; FFRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/20 08:41 |
| S42 | 51 | (television or broadcast) adj3 (broadcast or show or program) same (encourag \$3 or advis\$4) and request and incentive | US-PGPUB; USPAT; USOCR; FFRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/11/20 08:42 |

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|-----|-------|--|---|----|----|---------------------|
| S43 | 342 | (store or retail or merchant) same (product) same (broadcast or TV or television) and (incentive or coupon or points or reward) and (reduced or discounted) and (encourag \$5 or advis\$4) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/12/05 12:18 |
| S44 | 57 | S43 and (705/14.ccls.) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/12/05 12:18 |
| S45 | 12540 | (dyeing or color or coloring) and (hair) and (wet or moist or damp) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/12/05 13:25 |
| S46 | 17 | (dyeing or color or coloring) same (hair) same (wet or moist or damp) same (highlight\$5) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/12/05 13:26 |
| S47 | 37 | (US-20030236711-\$ or US-20010018668-\$ or US-20040243478-\$ or US-20020133393-\$ or US-20010037232-\$ or US-20030018969-\$ or US-20040089316-\$).did. or (US-5173085-\$ or US-6106579-\$ or US-6274126-\$ or US-5488423-\$ or US-5857175-\$ or US-6014634-\$ or US-6477508-\$ or US-6850901-\$ or US-7020623-\$ or US-7158943-\$ or US-6754636-\$ or US-6928413-\$ or US-6009410-\$ or US-6216111-\$ or US-6216112-\$ or US-5227874-\$ or US-4876592-\$ or US-5057915-\$ or US-6591247-\$ or US-6572844-\$ or US-5056539-\$ or US-5626156-\$ or US-5335679-\$).did. or (JP-11310521-\$ or JP-06135824-\$ or JP-02253332-\$ or JP-02237505-\$).did. or (DE-19810688-\$ or DE-3341053-\$ or US-20050059341-\$).did. | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT | OR | ON | 2007/12/05 13:45 |

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|-----|-----|--|-------------------------------------|----|----|---------------------|
| S48 | 0 | "L37" and rebate | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2007/12/05 13:45 |
| S49 | 4 | rebate same mention and (program or television or broadcast) | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2007/12/05 13:46 |
| S50 | 325 | rebate same (mention\$5 or inform\$5) same (program or television or broadcast) | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2007/12/05 13:48 |
| S51 | 106 | S50 and (705/14.ccls.) | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2007/12/05 13:48 |
| S52 | 15 | rebate same (mention\$5) same (program or television or broadcast) | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2007/12/05 13:51 |
| S53 | 0 | rebate same (for or when) adj3 (mention\$5) same (program or television or broadcast) | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2007/12/05 13:52 |
| S54 | 0 | rebate same (for or when) adj7 (mention\$5) same (program or television or broadcast) | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2007/12/05 13:52 |
| S55 | 0 | rebate same (for or when) same (mention\$5) same (program or television or broadcast) | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2007/12/05 13:52 |
| S56 | 15 | rebate same (mention\$5) same (program or television or broadcast) | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2007/12/05 13:53 |
| S57 | 15 | (mention\$5) same (program or television or broadcast) same rebate | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2007/12/05 13:55 |
| S58 | 26 | (mention\$5) same (program or television or broadcast or show or advertisement or ad) same rebate | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2007/12/05 13:55 |
| S59 | 43 | (tell or inform or mention \$5) same (program or television or broadcast or show or advertisement or ad) same rebate | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2007/12/05 13:57 |
| S60 | 39 | (rebate) same during same (store or retail) same (program or television or broadcast) | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2007/12/05 14:01 |

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|-----|----|---|-------------------------------------|----|----|---------------------|
| S61 | 13 | (rebate or mail-in-rebate or gift) and (store or retail) same (mention or mentioning) same (program or television or broadcast) | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2007/12/05 14:12 |
| S62 | 26 | (rebate or mail-in-rebate or gift) and (store or retail or purchase) same (mention or mentioning) same (program or television or broadcast or advertisement or commercial or informercial) | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2007/12/05 14:37 |
| S63 | 40 | (US-20030236711-\$ or US-20010018668-\$ or US-20040243478-\$ or US-20020133393-\$ or US-20010037232-\$ or US-20030018969-\$ or US-20040089316-\$).did. or (US-5173085-\$ or US-6106579-\$ or US-6274126-\$ or US-5488423-\$ or US-5857175-\$ or US-6014634-\$ or US-6477508-\$ or US-6850901-\$ or US-7020623-\$ or US-7158943-\$ or US-6754636-\$ or US-6928413-\$ or US-6009410-\$ or US-6216111-\$ or US-6216112-\$ or US-5227874-\$ or US-4876592-\$ or US-5057915-\$ or US-6591247-\$ or US-6572844-\$ or US-5056539-\$ or US-5626156-\$ or US-5335679-\$ or US-6443840-\$ or US-5759101-\$ or US-6607136-\$).did. or (JP-11310521-\$ or JP-06135824-\$ or JP-02253332-\$ or JP-02237505-\$).did. or (DE-19810688-\$ or DE-3341053-\$ or US-20050059341-\$).did. | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2007/12/05 20:54 |
| S64 | 1 | S63 and encourage same (plurality or several) | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2007/12/05 20:55 |
| S65 | 0 | S63 and encourage same customer same (plurality or several) | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2007/12/05 20:56 |

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|-----|------|--|---|----|----|---------------------|
| S66 | 9 | S63 and (customer or participant or user) same (request\$5 or ask\$4) same (information) same (coupon or rebate or incentive or discount) | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2007/12/05 20:58 |
| S67 | 1979 | (customer or participant or user) same (request\$5 or ask\$4) same (information) same (coupon or rebate or incentive or discount) and (broadcast or transmit or television) | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2007/12/05 21:09 |
| S68 | 478 | (customer or participant or user) same (request\$5 or ask\$4) same (information) same (coupon or rebate or incentive or discount) same (broadcast or transmit or television) | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2007/12/05 21:09 |
| S69 | 127 | S68 and (705/14.ccls.) | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2007/12/05 21:10 |
| S70 | 2 | "6443840".pn. | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/12/07 10:16 |
| S71 | 84 | permanent adj coloring adj2 hair | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/12/07 10:16 |
| S72 | 6 | (US-20030018969-\$).did. or (US-7020623-\$ or US- 5335679-\$ or US-6443840- \$ or US-6735572-\$ or US- 6770103-\$).did. | US-PGPUB; USPAT | OR | ON | 2007/12/07 10:37 |
| S73 | 2 | S72 and (rebate) | US-PGPUB; USPAT | OR | ON | 2007/12/07 10:37 |
| S74 | 78 | mail-in adj rebate | US-PGPUB; USPAT | OR | ON | 2007/12/07 11:16 |
| S75 | 4 | S72 and television | US-PGPUB; USPAT | OR | ON | 2007/12/07 11:35 |
| S76 | 6 | (US-20030018969-\$).did. or (US-7020623-\$ or US- 5335679-\$ or US-6443840- \$ or US-6735572-\$ or US- 6770103-\$).did. | US-PGPUB; USPAT | OR | ON | 2007/12/10 10:48 |

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|-----|-----|--|---|----|-----|---------------------|
| S77 | 3 | S76 and (unique) and code | US-PGPUB; USPAT | OR | ON | 2007/12/10 10:48 |
| S78 | 6 | (US-20030018969-\$).did. or (US-7020623-\$ or US- 5335679-\$ or US-6443840- \$ or US-6735572-\$ or US- 6770103-\$).did. | US-PGPUB; USPAT | OR | ON | 2007/12/10 18:33 |
| S79 | 3 | S78 and (tape or CD or DVD) | US-PGPUB; USPAT | OR | ON | 2007/12/10 18:33 |
| S80 | 6 | (US-20030018969-\$).did. or (US-7020623-\$ or US- 5335679-\$ or US-6443840- \$ or US-6735572-\$ or US- 6770103-\$).did. | US-PGPUB; USPAT | OR | ON | 2008/08/27 17:09 |
| S81 | 7 | (US-20030018969-\$).did. or (US-7020623-\$ or US- 5335679-\$ or US-6443840- \$ or US-6735572-\$ or US- 6770103-\$ or US-7006983- \$).did. | US-PGPUB; USPAT | OR | OFF | 2008/08/27 17:09 |
| S82 | 0 | S81 and ((incentive or discount or offer or coupon) same unique same (track\$5)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2008/08/27 17:09 |
| S83 | 844 | (((Incentive or discount or offer or coupon) same unique same (track\$5)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2008/08/27 17:10 |
| S84 | 180 | S83 and 705/14.ccls. | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2008/08/27 17:10 |
| S85 | 53 | S84 and ((member or membership) and (id or identification or identify)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2008/08/27 17:11 |
| S86 | 1 | 10/633613.app. | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2008/08/27 17:12 |

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|-----|-----|--|---|----|-----|---------------------|
| S87 | 844 | ((incentive or discount or offer or coupon) same unique same (track\$5)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2008/08/27 18:33 |
| S88 | 180 | S87 and 705/14.cds. | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2008/08/27 18:33 |
| S89 | 51 | S88 and ((member or membership) and (id or identification or identify) and (market\$6)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2008/08/27 18:33 |
| S90 | 31 | S88 and ((member or membership) and (id or identification or identify) and (market\$6) and (redeemed or redemption)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2008/08/27 18:44 |
| S91 | 8 | (US-20030018969-\$).did. or (US-7020623-\$ or US-5335679-\$ or US-6443840-\$ or US-6735572-\$ or US-6770103-\$ or US-7006983-\$ or US-6915271-\$).did. | US-PGPUB; USPAT | OR | OFF | 2008/08/27 19:06 |
| S92 | 0 | S91 and (coupon same (reduce or reduced or lower or less) same (transmit or send)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2008/08/27 19:07 |
| S93 | 0 | S91 and (coupon same (reduce or reduced or lower or less) same (transmit\$3 or send\$5)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2008/08/27 19:07 |
| S94 | 2 | S91 and (coupon same (transmit\$3 or send\$5)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2008/08/27 19:07 |
| S95 | 8 | (US-20030018969-\$).did. or (US-7020623-\$ or US-5335679-\$ or US-6443840-\$ or US-6735572-\$ or US-6770103-\$ or US-7006983-\$ or US-6915271-\$).did. | US-PGPUB; USPAT | OR | OFF | 2009/04/24 10:20 |

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|-----|----|--|---|----|-----|---------------------|
| S96 | 6 | S95 and ((custom\$7)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2009/04/24 10:21 |
| S97 | 3 | S95 and ((customi\$7)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2009/04/24 10:21 |
| S98 | 48 | (US-20030236711-\$ or US-20010018668-\$ or US-20040243478-\$ or US-20020133393-\$ or US-20010037232-\$ or US-20030018969-\$ or US-20040089316-\$ or US-20040117256-\$).did. or (US-5173085-\$ or US-6106579-\$ or US-6274126-\$ or US-5488423-\$ or US-5857175-\$ or US-6014634-\$ or US-6477508-\$ or US-6850901-\$ or US-7020623-\$ or US-7158943-\$ or US-6754636-\$ or US-6928413-\$ or US-6009410-\$ or US-6216111-\$ or US-6216112-\$ or US-5227874-\$ or US-4876592-\$ or US-5057915-\$ or US-6591247-\$ or US-6572844-\$ or US-5056539-\$ or US-5626156-\$ or US-5335679-\$ or US-6443840-\$ or US-5759101-\$ or US-6607136-\$).did. or (US-5249044-\$ or US-6735572-\$ or US-6770103-\$ or US-7006983-\$ or US-6678685-\$ or US-6014635-\$ or US-6915271-\$).did. or (JP-11310521-\$ or JP-06135824-\$ or JP-02253332-\$ or JP-02237505-\$).did. or (DE-19810688-\$ or DE-3341053-\$ or US-20050059341-\$).did. | US-PGPUB; USPAT; JPO; DERWENT | OR | OFF | 2009/04/24 10:23 |
| S99 | 12 | S98 and ((customi\$7)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2009/04/24 10:23 |

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| S100 | 2 | S98 and ((advising or advice or advised)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2009/04/24 10:34 |
| S101 | 10 | S98 and ((recommendation or recommend\$4 or guidance or guiding or guided)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2009/04/24 10:37 |
| S102 | 19 | S98 and ((broadcast\$5 same (computer or internet or web or website))) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2009/04/24 10:43 |
| S103 | 19 | S98 and (((broadcast\$5 or (transmission near network)) same (computer or internet or web or website))) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2009/04/24 10:44 |
| S104 | 20 | S98 and (((broadcast\$5 or ((transmission or transmit \$5) near network)) same (computer or internet or web or website))) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2009/04/24 10:46 |
| S105 | 10 | S98 and ((recommendation or recommend\$4 or guidance or guiding or guided)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2009/04/24 11:36 |
| S106 | 10 | S98 and ((recommendation or recommend\$4 or guidance or guiding or guided or advice or advising)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2009/04/24 11:37 |
| S107 | 11 | S98 and ((recommendation or recommend\$4 or guidance or guiding or guided or advice or advising or advised)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2009/04/24 11:37 |
| S108 | 1 | S98 and ((advised)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2009/04/24 11:37 |

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| S109 | 13 | S98 and ((informed)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2009/04/24 11:38 |
| S110 | 17 | S98 and ((customi\$7 or tailor\$5 or individualiz\$4)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2009/04/24 11:46 |
| S111 | 19 | S98 and ((redeem\$5) same (purchas\$5 or buy \$5)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2009/04/24 12:38 |
| S112 | 15 | S98 and ((redeem\$5) same (purchas\$5 or buy\$5) same (store or retail or merchant)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2009/04/24 12:39 |
| S113 | 30 | S98 and ((voice or interactive)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2009/04/24 12:44 |
| S114 | 20 | S98 and ((voice)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2009/04/24 12:44 |
| S115 | 48 | (US-20030236711-\$ or US- 20010018668-\$ or US- 20040243478-\$ or US- 20020133393-\$ or US- 20010037232-\$ or US- 20030018969-\$ or US- 20040089316-\$ or US- 20040117256-\$).did. or (US-5173085-\$ or US- 6106579-\$ or US-6274126- \$ or US-5488423-\$ or US- 5857175-\$ or US-6014634- \$ or US-6477508-\$ or US- 6850901-\$ or US-7020623- \$ or US-7158943-\$ or US- 6754636-\$ or US-6928413- \$ or US-6009410-\$ or US- 6216111-\$ or US-6216112- \$ or US-5227874-\$ or US- | US-PGPUB; USPAT; JPO; DERWENT | OR | OFF | 2009/04/24 14:30 |

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|------|----|---|---|----|-----|---------------------|
| | | 4876592-\$ or US-5057915-\$ or US-6591247-\$ or US-6572844-\$ or US-5056539-\$ or US-5626156-\$ or US-5335679-\$ or US-6443840-\$ or US-5759101-\$ or US-6607136-\$).did. or (US-5249044-\$ or US-6735572-\$ or US-6770103-\$ or US-7006983-\$ or US-6678685-\$ or US-6014635-\$ or US-6915271-\$).did. or (JP-11310521-\$ or JP-06135824-\$ or JP-02253332-\$ or JP-02237505-\$).did. or (DE-19810688-\$ or DE-3341053-\$ or US-20050059341-\$).did. | | | | |
| S116 | 32 | S115 and ((contact\$4)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2009/04/24 14:30 |
| S117 | 5 | S115 and ((contact\$4) same (broadcast\$5)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2009/04/24 14:30 |
| S118 | 21 | S115 and ((information) same (broadcast\$5)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2009/04/24 14:31 |
| S119 | 15 | S115 and ((information) same (contact\$4)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2009/04/24 14:45 |
| S120 | 6 | S115 and ((information) same (contact\$4) same (coupon or incentive or offer)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2009/04/24 14:49 |
| S121 | 24 | S115 and ((code or barcode or unique) same (coupon or incentive or offer)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2009/04/24 14:53 |

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| S122 | 0 | S115 and ((program) same Volkswagen) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2009/04/24 15:15 |
| S123 | 0 | S115 and ((program) same Volkswagen) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2009/04/24 15:15 |
| S124 | 0 | S115 and ((program) same Turbo) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2009/04/24 15:15 |
| S125 | 1 | S115 and (Volkswagen) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2009/04/24 15:15 |
| S126 | 7 | S115 and (store same traffic) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2009/04/24 15:17 |
| S127 | 8 | S115 and ((track\$4) same (redemption or redeem \$4)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2009/04/24 15:28 |
| S128 | 2 | S115 and ((track\$4) same (profile) same (group or categor\$6)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2009/04/24 15:32 |

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| S129 | 48 | (US-20030236711-\$ or US-20010018668-\$ or US-20040243478-\$ or US-20020133393-\$ or US-20010037232-\$ or US-20030018969-\$ or US-20040089316-\$ or US-20040117256-\$).did. or (US-5173085-\$ or US-6106579-\$ or US-6274126-\$ or US-5488423-\$ or US-5857175-\$ or US-6014634-\$ or US-6477508-\$ or US-6850901-\$ or US-7020623-\$ or US-7158943-\$ or US-6754636-\$ or US-6928413-\$ or US-6009410-\$ or US-6216111-\$ or US-6216112-\$ or US-5227874-\$ or US-4876592-\$ or US-5057915-\$ or US-6591247-\$ or US-6572844-\$ or US-5056539-\$ or US-5626156-\$ or US-5335679-\$ or US-6443840-\$ or US-5759101-\$ or US-6607136-\$).did. or (US-5249044-\$ or US-6735572-\$ or US-6770103-\$ or US-7006983-\$ or US-6678685-\$ or US-6014635-\$ or US-6915271-\$).did. or (JP-11310521-\$ or JP-06135824-\$ or JP-02253332-\$ or JP-02237505-\$).did. or (DE-19810688-\$ or DE-3341053-\$ or US-20050059341-\$).did. | US-PGPUB; USPAT; JPO; DERWENT | OR | OFF | 2009/04/25 18:26 |
| S130 | 22 | S129 and ((redemption or redeem\$4) same (purchas \$5 or buy\$5 or obtain\$4)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2009/04/25 18:26 |
| S131 | 3 | S129 and ((redemption or redeem\$4) same (purchas \$5 or buy\$5 or obtain\$4) same (restrict\$5)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2009/04/25 18:31 |
| S132 | 4 | S129 and ((IVRU)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2009/04/25 18:50 |

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| S133 | 24 | S129 and ((transmit\$6) same (coupon or incentive or offer)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2009/04/25 19:11 |
| S134 | 10 | S129 and ((transmit\$6) same (coupon or incentive or offer) and transmitter) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2009/04/25 19:12 |
| S135 | 48 | (US-20030236711-\$ or US- 20010018668-\$ or US- 20040243478-\$ or US- 20020133393-\$ or US- 20010037232-\$ or US- 20030018969-\$ or US- 20040089316-\$ or US- 20040117256-\$).did. or (US-5173085-\$ or US- 6106579-\$ or US-6274126- \$ or US-5488423-\$ or US- 5857175-\$ or US-6014634- \$ or US-6477508-\$ or US- 6850901-\$ or US-7020623- \$ or US-7158943-\$ or US- 6754636-\$ or US-6928413- \$ or US-6009410-\$ or US- 6216111-\$ or US-6216112- \$ or US-5227874-\$ or US- 4876592-\$ or US-5057915- \$ or US-6591247-\$ or US- 6572844-\$ or US-5056539- \$ or US-5626156-\$ or US- 5335679-\$ or US-6443840- \$ or US-5759101-\$ or US- 6607136-\$).did. or (US- 5249044-\$ or US-6735572- \$ or US-6770103-\$ or US- 7006983-\$ or US-6678685- \$ or US-6014635-\$ or US- 6915271-\$).did. or (JP- 11310521-\$ or JP- 06135824-\$ or JP- 02253332-\$ or JP- 02237505-\$).did. or (DE- 19810688-\$ or DE-3341053- \$ or US-20050059341-\$). did. | US-PGPUB; USPAT; JPO; DERWENT | OR | ON | 2009/12/02 08:34 |

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| S136 | 32 | S135 and ((personal or id or identif\$6 or private) same (information) same (consumer or viewer or participant or user or customer or shopper or buyer or purchaser)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2009/12/02 08:35 |
| S137 | 18 | S135 and ((personal or id or identif\$6 or private) adj12 (information) adj12 (consumer or viewer or participant or user or customer or shopper or buyer or purchaser)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2009/12/02 08:35 |
| S138 | 28 | S135 and ((personal or demographic or preference) adj12 (consumer or viewer or participant or user or customer or shopper or buyer or purchaser)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2009/12/02 08:52 |
| S139 | 1 | S135 and ((customiz\$7 or tailor\$6 or relevan\$3) adj12 (offer or incentive or promotion or discount or coupon) adj12 (purchas\$3 or bought or buy\$3 or selected)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2009/12/02 08:59 |
| S140 | 7 | (((customiz\$7 or tailor\$6 or relevan\$3) adj12 (offer or incentive or promotion or discount or coupon) adj12 (purchas\$3 or bought or buy\$3 or selected) same (broadcast\$3 or television or tv)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2009/12/02 09:00 |
| S141 | 127 | (((customiz\$7 or tailor\$6 or relevan\$3) adj12 (offer or incentive or promotion or discount or coupon) adj12 (purchas\$3 or bought or buy\$3 or selected) and (broadcast\$3 or television or tv)) | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2009/12/02 09:01 |

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